

2028364990

ETS Activity Update
PMI Regions and Global
August 1994

EEMA

MARKET

SECTOR

STATUS

Finland

Workplace

Law passed regulating smoking.

Final measure significantly liberalized from initial draft which would have de facto banned smoking entirely.

Remainder '94: Assist employers implement the law with a workplace "accommodation" program; run consumer attitude survey.

Hospitality

All references to hospitality sector deleted from two drafts of the workplace smoking law.

Remainder '94: Prevent introduction of a detrimental law specific to smoking in hospitality sector with support from the restaurant association and relying on public opinion-based consumer preference for accommodation.

Sweden

Workplace

Law passed regulating smoking in the workplace.

Final measure significantly liberalized from initial draft that would have significantly reduced smoking in the workplace.

Remainder '94: Assist employers implement the law to ensure smoking is accommodated as much as possible. Support consumer movements, e.g. a "Smoker Ombudsman".

Hospitality

Remainder '94: Prevent introduction of legislation adversely affecting smoking in restaurants. Support restaurant association courtesy campaign beginning with a test in a city/county before national roll out.

Norway	Hospitality	Remainder '94: Encourage restaurant association courtesy campaign to oppose extreme interpretation of existing requirements which could result in "air tight" separate sections for smokers and non-smokers. Support consumer organizations.
Denmark	Workplace	Law being drafted to regulate smoking. Enhancing relations with unions and employers' associations to achieve constructive legislation building on Belgian model; public opinion polling planned.
Switzerland	Workplace	Conducted briefings of employer association re accommodating smoking and non-smoking. Completed public opinion polls on attitudes towards smoking in the workplace. Continued print/broadcast "tolerance" campaign advertising. Launching campaign linking excessive regulation with social intolerance
Czech Republic	Hospitality	Remainder '94: Encourage restaurant association to undertake courtesy campaign.
Hungary	Workplace	Delayed adoption of draft Budapest City Council law regulating smoking. Remainder '94: Pass amended law and use as model for national legislation.
	Hospitality	Remainder '94: Encourage test launch of restaurant courtesy campaign to preclude introduction of legislation.
Egypt	Workplace & Hospitality	Law passed restricting smoking as part of omnibus environmental bill. Working with libertarian MPs, employers and restaurant associations to encourage promulgation of favorable implementing guidelines.

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EEC**MARKET****SECTOR****STATUS****EU****Workplace**

European Parliament Secretariat adopted a smoking policy that accommodates smoking in all its facilities. The policy is a significant improvement over the original proposal which banned smoking.

Amended EU Framework for Health and Safety in the workplace to exclude reference to smoking and alcohol, as priorities for future EU health legislation.

Transport

Analysis undertaken and third parties identified to help withdraw a proposed Directive that would effectively ban smoking in all public transport.

General

Launched 1994 ARISE program focusing on "Stress in the Workplace" with a multi-country opinion survey covering markets in five PMI Regions and the U.S. ARISE conducted additional national press conferences on results of the 1993 survey on "Pleasure" in Germany, Italy and Spain.

Belgium**Workplace**

A program has been developed to assist employers implement the provisions of the 1993 Royal Decree that requires employers to accommodate the preferences of both smokers and non-smokers in the workplace.

Hospitality

Selected restaurants are being offered assistance installing ventilation equipment that will help them comply with the provisions of the 1989 Royal Decree affecting ventilation in smoking areas. A courtesy campaign continues to run.

France**Hospitality**

A courtesy campaign continues.

Germany**Workplace**

Movement on two bills has been delayed.

Greece	Workplace	Plans were developed to introduce favorable legislation modeled on the Belgian Royal Decree to assist Greece comply with the 1989 EC Directive on smoking in the workplace.
Holland	Hospitality	A courtesy campaign continues. The Horeca association has just issued a voluntary code in favor of bans. Plans are underway to counter this proposal via Hotrec, the EU lobby for the hospitality associations in the Member States.
	Transport	A proposal to ban smoking on trains has been indefinitely delayed.
Italy	Workplace	<p>Proposed legislation to ban smoking has been delayed via the introduction of counter proposals in support of accommodation.</p> <p>A voluntary program has been developed to assist employers accommodate both smokers and non-smokers. A tolerance campaign was begun relying on a consumer survey.</p>
	Hospitality	A courtesy campaign was launched.
Israel	Workplace	A law was signed regulating smoking in the workplace.
Luxembourg	Hospitality	Legislation was amended to provide for reasonable accommodation.
Spain	Hospitality	Voluntary agreement reached between the Madrid City Council and the restaurant association to accommodate smoking in restaurants. The agreement replaces a draft law that would have banned smoking. A courtesy campaign will be introduced to help implement the agreement.
U.K.	Scientific	Preparations were begun for an industry submission on ETS science to the Special Committee on Tobacco and Health.

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Global

MARKET

SECTOR

STATUS

Global

Transport

Documentation prepared for briefings of International Civil Aviation Organization to prevent adoption of global airline smoking ban.

Global

Hospitality

Continued development of a courtesy campaign for the International Hotel Association for launch with its worldwide membership 4Q 1994.

Global

Workplace

Completed and distributed to Regions prototype "Workplace Kit" to assist employers adopt smoking policies that accommodate both smoking and non-smoking.

Global

Scientific

Continue to encourage scientific debate on ETS / IAC issues.

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ETS Plan Update

LATIN AMERICA

MARKET	SECTOR	PLAN
Regional	Scientific	Ongoing consultants' program in conjunction with BAT; additional program to broaden ETS/IAQ debate to begin Oct '94
	Hospitality/ Workplace	Presented "accommodation program" concepts for both restaurants and workplace at regional C.A. meeting; prototypes developed in Spanish for adaptation in markets; identification of all hospitality associations in the region completed
	Communications	Journalists' briefings included presentations on sound science, ETS science and IAQ; ongoing dissemination on positive news articles to counter U.S. media pick-up through PM journalists' database and PR news wire service; support for video news releases on smoking restrictions
Argentina	Legislation	Laws proposed at both federal and local levels which would ban/restrict smoking in restaurants, workplace, public transportation and domestic flights Measure passed in Buenos Aires was significantly modified as follows: <ul style="list-style-type: none">- designated areas will be required in restaurants with 80% of tables reserved for smokers- smoking banned in limited number of public offices Lobbying activity ongoing at local level
	Hospitality	Restaurant accommodation program presented at Industry level; presentation will be made hotel/restaurant association

Brazil	Legislation	Law proposed at federal level to restrict smoking in public places was modified to permit designated smoking areas and eliminate restrictions in the workplace
	Hospitality	Restaurant accommodation program agreed at industry level; presentation will be made to hotel and restaurant associations
	Communications	U.S. media spillover has been extensive; increased efforts to generate positive media coverage underway
Colombia	Legislation	Extensive smoking bans covering all venues were included in omnibus legislation which was delayed; proposed bill established principle of "non-smokers' constitutional rights"; industry has undertaken comprehensive educational efforts with allies and affected parties and has developed alternative legislation
	General	Corporate Affairs Manager hired in July in light of increased activity
Costa Rica	Legislation	Comprehensive anti-smoking bill currently being debated includes severe smoking restrictions in all venues; intensive industry efforts to modify bill are ongoing

Ecuador	Legislation	Proposed Executive Decree which would have banned smoking in all transport, workplaces, and all public places with the exception of restaurants was modified significantly to limit restrictions to cover schools, health facilities, and other specified places; all references to workplace eliminated
	Workplace	Survey of workplace issues under consideration to lay groundwork for future proposals to restrict
	General	Contingency plans developed with local PR firm
Puerto Rico	Hospitality	Law passed restricting smoking in restaurants; as a result of ambiguities in the law, some restaurants are banning smoking Efforts underway to clarify legislation and educate restaurants as well as government officials on implementation of ventilation requirements; accommodation program agreed at industry level, pending clarification of law
	Workplace	Puerto Rico is included in U.S. efforts to introduce pre-emptive workplace guidelines at state level OSHA
	Legislation	Comprehensive anti-smoking bill pending since 1991 includes restrictions on smoking in restaurants, workplace and public transport and bans in a variety of enclosed public places; monitoring/lobbying ongoing
Venezuela	Hospitality	Accommodation program concept agreed at industry level

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ETS ACTIVITY UPDATE

JAPAN	SECTOR	STATUS
	SCIENTIFIC	<p>Publication of ETS brochure by TIOJ</p> <p>Discussions with JT regarding IARC and Good Epidemiological Practices (GEP) initiatives Follow-up meeting hosted by JT has been planned for fall '94</p> <p>PM briefing on ETS related issues with TIOJ public affairs subcommittee and Executive Director in New York April 1994</p> <p>Preliminary research on IAQ/ventilation technology in Japan</p>

ETS Plan Update

Asia

Foreword

Philip Morris is currently in the process of initiating a major, regional ETS programme.

There are several features to this and we have already begun the process along the lines described in presentations made to New York and regional management.

The extent to which other members of the industry will participate in this programme will depend upon their ability to harness financial and personnel resources, but it is our intention to take and maintain a leadership role. While the programme is regional in scope, we are anticipating that Hong Kong, the Philippines, Malaysia and Korea will be the first markets to be the focus of specific activities in the early stages.

We have already embarked upon a 5-market survey intended to give us a clear idea of public perceptions of smoking issues in those countries, most particularly ETS and smoking restrictions.

Attached is a brief country-by-country analysis of current legislative initiatives and the status of industry action to respond to these initiatives.

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ASIA**ETS Plan Update**

MARKET	LEGISLATION	STATUS
BRUNEI	Moderate public smoking restrictions. None in the pipeline.	No current industry activity.
HONG KONG	Growing incremental legislation pursued by COSH. Moves to have restaurants provide smoking areas.	PM has supported Restaurant Association alliance and Smokers' Alliance. There is a current initiative being discussed within the HKTI to take a more proactive stance on ETS.
INDIA	Very few public smoking restrictions at present but there are moves to have government workplace restrictions.	Tobacco Institute is currently developing a programme. Lobbying initiatives at both state and federal level have had success in moderating legislation. WHO is very active with MOH.
INDO CHINA	Very few restrictions currently.	WHO (via Judith Mackay) very active in trying to persuade governments to take legislative action.
INDONESIA	No restrictions at present. Proposal to introduce restrictions on public transport.	Little industry activity at present.

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ASIA**ETS Plan Update**

MARKET	LEGISLATION	STATUS
KOREA	Omnibus legislation introduced by MOH.	Korea Tobacco Association currently developing argumentation against proposals. MOF has requested importer's assistance to oppose legislation. KT&G leading opposition to the bill has also sought importer's assistance. Seoul IAQ monitoring study in progress.
MALAYSIA	Airport restrictions recently reversed. Smoking restrictions in restaurants introduced in May. MOH trying to expand restrictions.	Industry pressure secured defeat of airport restrictions. Accommodation programme being developed. IAQ studies recently distributed and reported on in eight different newspapers.
PAKISTAN	Very few restrictions currently but some are being pursued by anti-smoking groups.	Industry met recently in London to discuss plans to handle this and other issues.
PHILIPPINES	One major piece of legislation still in process. Likely to be delayed further.	Over the past two years, industry lobbying and pressure has resulted in many legislative proposals being either shelved or drastically amended. Strengthening of Tobacco Institute is a major priority.

ASIA**ETS Plan Update**

MARKET	LEGISLATION	STATUS
PRC	Few strictly enforced pieces of legislation. Shanghai pursuing public smoking initiatives.	Beijing IAQ conference in October.
SINGAPORE	New legislation just introduced to ban smoking in all areas open to public.	Industry making submissions to MOH. Companies lobbying to individual government ministers. Attempts to form alliances with hospitality industry.
TAIWAN	MOH is pushing for further smoking restrictions in the workplace and in educational and other public facilities.	Tobacco Institute lobbying. Formation of Friends of Smokers Group. Publicity of ETS research. Legislative proposals have so far been modified by industry activities.
THAILAND	No current legislative proposals. However, MOH's objective is to educate the public on existing restrictions.	Industry is not taking any specific action on ETS at present.

	Government Agencies	Health Facilities	Education/Religious Groups	Public Transport	Police	Industry	Public Places	Restaurants	Voluntary																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
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SELECTED PUBLIC SMOKING RESTRICTIONS

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